

Gabriel Cirino

User Experience Research

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OBJECTIVE

A passionate and innovative UX Researcher seeking to leverage extensive experience in user experience design and data analysis to contribute to global projects.

Committed to delivering actionable insights and user-centric solutions in a remote environment.

EDUCATION

MBA in UX Design and User Research
UNIFATEC - 2023/24

Bachelor in Advertising and Marketing
Estácio de Sá University - 2023

CERTIFICATIONS

Professional UX Design
Coderhouse

Data Analytics Professional
Google

AI Product Management Specialization
Duke University

Data Science: Foundations using R
Johns Hopkins University

SKILLS

- Proficient in various UX research methodologies (surveys, interviews, usability testing).
- Strong data visualization and analytical skills.
- Expertise in R, SQL, Tableau, and PowerBI.

SOFT SKILLS

- Empathetic Understanding
- Effective Communication
- Creative Problem-Solving
- Collaborative Teamwork
- Adaptability
- Attention to Detail
- Strategic Thinking
- Leadership and Mentorship
- Cultural Sensitivity
- Time Management

LANGUAGES

- Portuguese (Native),
- English (Work Proficient),
- Spanish (Work Proficient).

SUMMARY

Seasoned UX Researcher with a rich 5+ year background spanning healthcare, technology, and government sectors. Renowned for integrating innovative qualitative and quantitative research methodologies to spearhead groundbreaking enhancements in product design and user experiences. Distinguished for the ability to distill complex data into actionable insights, leveraging advanced visualization tools.

Proven track record in leading strategic initiatives at Seguros Unimed, significantly boosting process efficiency and accuracy in healthcare insurance. At the helm of UXOwl Think Tank, demonstrated entrepreneurial acumen by delivering tailored UX solutions to a diverse client base, driving substantial improvements in web and e-commerce usability.

Skilled in navigating multicultural environments, offering fluency in Portuguese, English, and Spanish, and adept at fostering inclusive, collaborative team dynamics. Synthesizes a deep understanding of user needs with a data-driven approach to deliver compelling, user-centered design solutions that resonate across global markets.

WORK EXPERIENCE

Seguros Unimed

(Information Design and User Research Operations) 2022-current

- Led transformative research at Seguros Unimed, Brazil's top healthcare insurer, enhancing data culture with pioneering methodologies.
- Developed and deployed advanced systems for health and Susep claims, markedly improving efficiency and precision.
- Guided teams in using diverse UX research tools for comprehensive data analysis, generating deep insights.
- Directed user-centered design projects with innovative strategies, effectively fulfilling and surpassing user needs.
- Facilitated groundbreaking design thinking workshops, advancing digital innovation in the healthcare industry.
- Mastered data storytelling and integrated machine learning with UX research, significantly boosting stakeholder engagement and optimizing user experiences.

UXOwl Think Tank

(UX Design and User Researcher) 2011-current

- Founded and manage UXOwl Think Tank, offering outsourced UX expertise to diverse clients. Optimized web and e-commerce platforms through targeted user research, enhancing user experiences and business outcomes.
- Designed logos and wrote SEO-focused content to strengthen digital branding.
- Employed A/B testing and analytics tools to boost e-commerce sales.
- Developed comprehensive UX tools like user personas and journey maps.
- Managed diverse outsourcing projects, delivering specialized UX services.

IBGE - Brazilian Institute of Geography and Statistics

(Census Supervisor Agent) 2010-2010

- Key contributor to one of Brazil's major demographic research projects, playing a pivotal role in national data collection and analysis.
- Utilized advanced quantitative research techniques to extract deep insights from demographic census data.
- Led and trained a team of 15 enumerators in data collection and analysis, ensuring data accuracy and reliability through rigorous supervision.
- Showcased exceptional adaptability and problem-solving skills, significantly contributing to the project's success and upholding data integrity.